

**Amendments to the Drawings:**

Please amend Figs. 35-48 as shown in the replacement sheets including Figs.  
35-48 (15 sheets.)

Attachments: Replacement Sheets including Figs. 35 – 48 (15 sheets.)

**REMARKS**

Reconsideration of this application is respectfully requested in view of the the foregoing amendment and the following remarks.

Claims 1-19, 22-33, 42-74, and 89-97 are currently pending in the application and subject to examination, of which Claims 1, 42, 89, 93, and 97 are independent claims. By this Amendment, Claims 1, 25, 26, 42, 67, 68, 89, 93 and 97 have been amended and Claims 98-102 have been newly added. Support for these amendments can be found in the specification at, for example, page 82, lines 2-15, and no new matter has been introduced.

In the Office Action mailed November 2, 2007, the Examiner objected to the drawings as failing to comply with 37 CFR 1.84(p). The Examiner also objected to the claims as Claim 2 was missing in the previous Amendment. In reply, the Applicants have amended Figs. 35-48 and the claims to include the unintentionally-omitted Claim 2. Therefore, the objection of the drawings and the claims are now moot.

Claims 4-6, 14, 22, 25, 26, 31, 32, 46, 48, 51-54, 72 and 73 were rejected under 35 U.S.C. 112, second paragraph, as being indefinite. The Examiner alleged that Claims 1, 4, 29, 45, 47, 50, and 70 contain steps or element with the limitation "included", and thus, claims 4-6, 14, 22, 25, 26, 31, 32, 46, 48, 51-54, 72, and 73 were rejected because they attempt to further narrow claims which cannot be further narrowed.

The Applicants respectfully traverse this rejection because there is no limitation "included" appearing in Claims 1, 4, 29, 45, 47, 50, and 70. Furthermore, the verb "includes", unlike "consist of", is an open-ended transitional term, which is defined in

MPEP 2111.03. According to MPEP 2111.03, the transitional term “comprising”, which is synonymous with “including”, “containing”, or “characterized by”, is inclusive or open-ended and does not exclude additional, unrecited elements, or method steps. That is, when an element includes sub-elements, it does not limit to only the sub-elements that have been listed. Therefore, Applicants respectfully traverse the 35 U.S.C. 112, second paragraph, rejection.

In addition, in the Office Action, Claims 1, 3-19, 22-24, 27-29, 33, 42-65, 68-70, and 88-97 were rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Published Application No. 2005/0144133 to Hoffman (“Hoffman”) in view of US Patent No. 6,886,000 to Aggarwal et al. (“Aggarwal”), Claims 25, 26, 66, and 66 were rejected as being allegedly unpatentable over Hoffman in view of Aggarwal, and further in view of US Patent No. 6,016,484 to Williams et al. (“Williams”), and Claims 30-32 and 71-73 were rejected as being allegedly unpatentable over Hoffman in view of Aggarwal, and further in view of US Patent No. 5,613,109 to Yamauchi (“Yamauchi”). To the extent that the grounds for rejection are still applied to the currently pending claims, they are respectfully traversed.

With regards to the rejection of independent Claim 1, now amended, Applicants respectfully submit that none of Hoffman and Aggarwal, when taken singly or in combination, teaches or suggests at least the feature of generating a table for the product or service for each user to record statistical information, wherein the statistical information is used for selecting particular advertisements for display to the user, as recited in Claim 1, as amended.

The Applicants submit that Hoffman does not disclose or suggest charging a fee for the service or product associated with an electronic book. Aggarwal, on the other hand, as described in Abstract, relates to an e-commerce site that negotiates with the customer according to the customer's present profile. As the customer negotiates, the customer's profile is dynamically updated to incorporate the customer's actions. Col. 6, lines 1-34 merely describes offering items that the customer may interested in and negotiates the price with the customer based on the customer's present profile and updated profile. No disclosure in Aggarwal, however, can be found regarding generating a table for the product or service for the user to record statistical information, wherein the statistical information is used for selecting particular advertisements for display to the user, as recited in amended Claim 1.

Accordingly, Applicants submit that amended Claim 1 is allowable over the cited art. As claim 1 is allowable, Applicants submit that claims 2-4, 6-8, 10-12, 15-19, 22, 24-27, and 30-33, which depend from allowable amended Claim 1, are likewise allowable for at least the reasons set forth above for amended Claim 1.

Amended independent Claims 42, 89, 93, and 97 include similar features of amended Claim 1, as described above. For similar reasons as for amended Claim 1, the Applicants submit that amended Claims 42, 89, 93, and 97 are likewise allowable.

As amended Claims 42, 89, 93 and 97 are allowable, Applicants submit that Claims 43-74, 90-92, and 95-96, which depend from allowable amended Claims 42, 89, 93, and 97, are likewise allowable for at least the reasons set forth above for amended Claims 42, 89, 93, and 97.

Furthermore, the newly added Claims 98, 100 and 102 recite providing an available sample upon a request of the user before the user requests a purchase of the product or service, and newly added Claims 99 and 101 recite that the presentation module further displays an available sample associated with the selective product or service upon a request from the user before the user requests to purchase the selected product or service. Applicants respectfully submit that none of the cited prior art teaches or suggest such features. Therefore, newly added Claims 98-102 are also allowable over the cited art.

### **CONCLUSION**

For all of the above reasons, it is respectfully submitted that the claims now pending patentability distinguish the present invention from the cited references. Accordingly, reconsideration and withdrawal of the outstanding rejections and an issuance of a Notice of Allowance are earnestly solicited. Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is encouraged to telephone the undersigned representative at the number listed below.


In the event this paper is not considered to be timely filed, the Applicants hereby petition for an appropriate extension of time. The fee for this extension may be charged to our Deposit Account No. 01-2300. The Commissioner is hereby authorized to charge

any fee deficiency or credit any overpayment associated with this communication to

Deposit Account No. 01-2300 with reference to docket number 026880-00011.

Respectfully submitted,

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